

# *Fight BAC!*<sup>TM</sup>

CAI  
2010



## **Four simple steps to safe food handling**

CANADIAN PARTNERSHIP FOR  
CONSUMER FOOD SAFETY EDUCATION

---



---

PARTENARIAT CANADIEN POUR  
LA SALUBRITÉ DES ALIMENTS

## **What is the Canadian Partnership for Consumer Food Safety Education?**

In December 1997, a coalition of industry, consumer, government, health and environmental organizations joined together to present a united front in the fight against foodborne illness. The 60-plus member coalition is co-chaired by government and industry representatives, and run by a Board of Directors, Executive Committee, Project Manager, and Secretariat, with input from a number of Working Committees.

Although Canada's food supply is one of the safest in the world, fighting foodborne illness is a major challenge. Health Canada estimates that there are approximately 2 million cases of foodborne illness in Canada each year with an estimated cost to Canadian health services, industry, and society more than \$1 billion annually.

Everyone has a role to play in Canada's food safety system – from the farmer who produces the food, to industry processors, government inspectors and consumers who prepare food for their families.

The goal of the Partnership is to contribute to the reduction of microbial foodborne illness in Canada by increasing consumer awareness of what they can do to protect against these illnesses, specifically through the use of safe food handling practices. The Partnership coordinates and delivers food safety awareness programs aimed at the consumer. In November 1998, the Partnership launched the *Fight BAC!*<sup>TM</sup> Campaign.



TM

## **FOUNDING MEMBERS**

### **Consumer, Health and Environmental Organizations**

Canadian Home Economics Association  
Consumers Association of Canada  
Environmental Health Foundation of Canada  
Kidney Foundation of Canada

### **Industry Organizations**

Beef Information Centre  
Canada Pork  
Canadian Council of Grocery Distributors  
Canadian Egg Marketing Agency  
Canadian Federation of Agriculture  
Canadian Federation of Independent Grocers  
Canadian Meat Council  
Canadian Poultry and Egg Processors Council  
Canadian Produce Marketing Association  
Canadian Turkey Marketing Agency  
Chicken Farmers of Canada  
Chicken Farmers of Ontario  
Crop Protection Institute of Canada  
Dairy Farmers of Canada  
Further Poultry Processors of Canada

### **Government Organizations**

Canadian Food Inspection Agency  
Federal/Provincial/Territorial Committee  
on Food Safety  
Health Canada  
Ontario Ministry of Agriculture, Food and  
Rural Affairs  
Vancouver/Richmond Health Board

### **International Affiliate Member**

United States Partnership for Food Safety  
Education

\*For a full list of Partnership Members, visit the *Fight BAC™* website at [www.canfightbac.org](http://www.canfightbac.org)



## Everyone Can Help *Fight BAC!*™

The *Fight BAC!*™ Campaign has a number of awareness materials available to help consumers, educators, industry, and others to help prevent foodborne illness. Most of these materials are available free of charge from the Partnership.

### ✓ *Fight BAC!*™ Website

To find information on foodborne illness, links to Partnership members, downloadable graphics, promotional materials and much more, visit:  
[www.canfightbac.org](http://www.canfightbac.org)



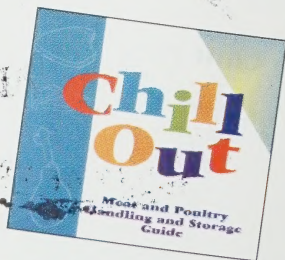
### ✓ *Fight BAC!*™ Action Kits

These kits contain information and ready-to-use materials to help you plan, develop, and implement a food safety campaign using the *Fight BAC!*™ messages. The materials can be personalized to your organization, and the kits



contain graphics for use on

printed items. The kits also contain the "Chill Out - Meat and Poultry Handling and Storage Guide" which is also available separately. The kits are available in two versions: Community and Retail.



## What is the *Fight*

The *Fight BAC!*™ Campaign is a consumer awareness campaign that helps them need to keep themselves and their families safe. It helps to illustrate the four simple steps to safe food.



# BAC!™ Campaign?

Campaign designed to give consumers the knowledge on foodborne illness. BAC, the Campaign's mascot, killing and preparation.



## ✓ **Fight BAC!™ Exhibit and Mascot**

The portable display and BAC, the Campaign's mascot, are available for use at food and trade shows, conferences, and at community or retail special events.

## ✓ **Fight BAC!™ Bookmarks, Stickers and Thermometers**

Great for kids, the bookmarks feature the four steps to safe food handling and the website address, and the stickers feature the BAC logo. *Fight BAC!™* refrigerator thermometers will let you know if your refrigerator temperature is too cold, too warm, or just right!



## ✓ **Fight BAC!™ Learning Program**

The Partnership's Kindergarten to Grade 3 (Ages 5 to 9) Learning Program is a dynamic supplement for teachers or children's group leaders. The Program consists of a presenter's guide, a food safety game, badges, songs, skits, and materials to construct a BAC puppet.





## CONTACT INFORMATION

For more information, or to order *Fight BAC!*<sup>TM</sup> Campaign materials, please contact the Canadian Partnership for Consumer Food Safety Education at:

Suite 1101 - 75 Albert Street

Ottawa, ON K1P 5E7

Tel: (613) 798-3042

Fax: (613) 952-6400

[www.canfightbac.org](http://www.canfightbac.org)

3 1761 11465258 9



CANADIAN PARTNERSHIP FOR  
CONSUMER FOOD SAFETY EDUCATION

---



---

PARTENARIAT CANADIEN POUR  
LA SALUBRITÉ DES ALIMENTS